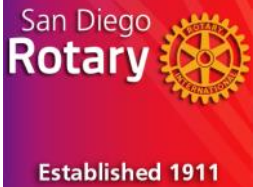


THE ROTATOR

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SAN DIEGO ROTARY CLUB

A Day Of Wow



Ginny Ollis
Editor

President-Elect **David Oates**, doing his “trial run” as our next president, was blessed by the wheel! He thanked all the participants of Rotarians at Work Day, seeing it as a small salve to the tragedy at the Poway Chabad, and ending with “Shalom,” (often translated as peace, harmony,

wholeness, completeness, prosperity, welfare and tranquility.) David then introduced **Marrinda Peugh**, who reported that May is “Older Americans Month”, and inspired us to reach out to our seniors with love and admiration. **Larry Hoeksema** led us in the Pledge and then *America, My Country Tis of Thee* with the ever-perfect **Larry Showley** on piano. Still on a podium-directed high, **Stan Lawrence** delivered the News, sponsored by **Nancy Laturno** of Mainly Mozart. Stan also shared the amazing facts that the Canary Islands do not have one canary and the Virgin Islands do not have one canary.

David offered a big welcome to the outstanding SDSU Rotaract leadership team, and led major applause to **Jack Berkman** for the prior week’s 4-Way Speech finale. He then urged members to consider hosting guest students for the July 12-August 4 International Youth Symphony Music Camp (more details on page 2.) David announced the May 15 Rotary Social Hour at the Poseidon Project at 5:30p.m, and gave a huge shout out to **Paul Nestor** for the amazing Grotarian event at Strategic Operations. New member **Jordan Abushawish**, director of government relations at the North American Spine Society, created an awesome silence with the story of his son, discovered to be autistic at 2-1/2 and who, thanks to various services and sciences, should be cleared of his disorder by grade school!

Mel Katz, chair of the day, then assumed the stage to gift his mentor and friend, **Joe Craver**, with the newest book from Mel’s “Manpower” partner **Phil Blair** “Job Won – American Vets”. Mel also gifted Joe a bottle of wine in a bag that had a very important message (perhaps also from Phil): “Why limit Happy Hour to an Hour?” Mel then introduced our speaker for the day, Mike Fasulo, President and COO of Sony

Electronics, whose international HQ is right here in San Diego. They have been here for 47 years!

Mr. Fasulo spoke from constant sunshine and openness, which is probably the reason that since his takeover 5 years ago, Sony has gone from loss and failure to enormous success and recognition, and is an employment and business leader in the world. Fasulo recognized that the root cause of their collapse was an addiction to market share. He led them to change their process, characterized by their new in-house symbol “Scrappy.” No one is entitled. Fasulo immediately grounded the corporate jet, a huge personal sacrifice, and avowed to his fellow employees, whom he treats as colleagues, the basic plan of KOC: Know your Competition, Know your Consumer, Know your Colleagues.

Sony’s focus shifted to participation not performance. Their products went from 1800 items to under 500, and reduced their sales to 14 direct dealers. Each year the profit grew, as did the pride, joy and happiness among all the employees. Sony looked at what their prospects needed rather than selling what they produce. They developed a special high-resolution camera for James Cameron, which would break into two parts, so that Cameron could get it up and into the special perspectives he is known for. They talked to their customers and worked their engineers to solve customer needs and problems. Rather than focusing on heavy advertising, they created communities of interest, offering instead a “customer come and seek!” The results were over 90 million users, enormous loyalty, and exponential growth!

Today the company is exploring thousands of ideas for tomorrow from the coming soon 5G to 1000 times mobile data volumes, connecting all devices, very long battery life, and especially supporting student education and engagement. Sony has dozens of major “Best Place to Work” awards, and is very involved in giving back to the community. With the auto industry and Silicon Valley, they are working to make the car a “cocoon” with broad sensory safety imaging. Fasulo confessed that his greatest fear is “complacency”.

Continued on page 2

Next Meeting

**Next Meeting:
May 9**

**Jennifer Eve Thorn
MOXIE Theatre**

Mind the Gap

Jennifer Eve Thorn is one of the co-founders and the current Executive Artistic Director of MOXIE Theatre, San Diego’s only professional theatre dedicated to producing women’s work. Now approaching it’s 15th year and 61st production, MOXIE’s mission is to create more honest and diverse images of women for our culture.

Thorn explores how the gender disparity in American Theatre led to the founding and mission of MOXIE Theatre, the history of the organization, the ways in which MOXIE is working to make change in the industry, how gender inequality still hides in the shadows of most arts organizations and how arts lovers can champion equality wherever they are patrons of the arts.



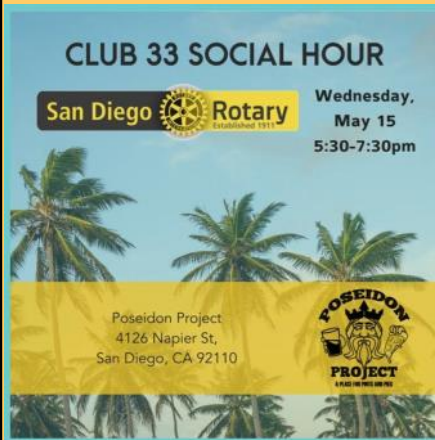
**Deirdre Maloney
Chair of the Day**

QUICK BITS

Do you have a change of address? Changed jobs recently or have a new title?

If there are any changes in your contact information that you would like to make for the 2018-19 member directory, please contact the [Rotary office](#) **before May 31** to ensure its inclusion.

For our **May Club 33 Social Hour** we are moving a little farther north to **Poseidon Project in Bay Park on May 15**. Please join us! (No registration needed)



BIRTHDAYS

May

George Gildred	6
Tim Riley	7
George Jessop	8
Scott McClendon	8
Punky Chapman	8
Chris Cramer	9
Chris Graham	10
Jay Arnett	10
Josh Green	10
Frank Panarisi	10
Michael Bruncker	10
Tina Jenkins	10
Paul Thiel	11
Wade McKnight	12

A Day of Wow Continued from page 1

After a very generous pile of thank you gifts to Fasulo, David reminded everyone of next week's program featuring Jennifer Thorn, the Artistic Director of Moxie Theatre, and closed the meeting on a big high. It was abuzz among the departing Rotarians about how our President-To-Be's "trial run" was a full of energy and promise, as "Scrappy" as Sony, and a great preview of success in spite of the stars he has to follow.

Hosts needed for Rotary Music Camp

We are urgently looking for Rotarians to house and host music students for the International Youth Symphony music camp that is quickly coming up **12 July-4 August**. You can host the students from the entire camp or share the time with a fellow Rotarian. You will be treated to music in your home and invitations to all concerts. This highly successful annual Rotary program gives students a life changing opportunity to visit our beautiful City and meet other young musicians from around the world. Please talk to either [Christy White](#) or [Greg Zinser](#) if you are interested.

Volunteers needed for our City Heights Youth Soccer Tournament

Our second youth soccer tournament will be held on **Saturday, June 1 and Sunday, June 2 from 8am-4pm at the Rosa Parks Field in City Heights** (4380 Landis St., 92105). We need volunteers to help with organization in leading up to the event and during the tournament.

Our inaugural tournament last year brought in 250 boys and girls, ages 9-14, for 2 days of free soccer, with free referees and free water and food.

We expect the same size again this year and would like to increase the number of medals and trophies that we can hand out.

If you would like to volunteer for this event, please contact [Nick Bernal](#) or [Daniel Amaro](#). And if you would like to make a donation towards the tournament, please contact the Rotary office.

CALENDAR

ALL MEETINGS ARE HELD AT LIBERTY STATION CONFERENCE CENTER UNLESS OTHERWISE NOTED

May

- 9 *Jennifer Eve Thorn, MOXIE Theatre*
- 16 *Dr. Ken Druck - Courageous Aging*
- 23 *Linda Sheridan, San Diego Cultural Arts Alliance*

GROTARIAN EVENTS

Pro Kids Golf Academy + City Heights Rotaract Club

When: May 21st from 5:30-7:30pm

Location: Pro Kids Golf Academy 4085 52nd St, SD 92105
Cost: \$15 per person

Join us for this joint event with Pro Kids Golf Academy and the City Heights Rotaract Club. We will hear about the great work both groups are doing in City Heights, take a tour of the Pro Kids facility, enjoy food and beverages, and even get to hit the course!

Please sign up by May 16.

[Click here to register](#)

Meetings: Every Thursday at Noon, Liberty Station Conference Center, 2600 Laning Road, San Diego, 92106

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MEMBERSHIP

Please welcome our newest member to the club:



Jordan Abushawish—“Associations-Spine Care”. Jordan is the Director of Government Relations for the North American Spine Society, which is based in Washington, D.C.

After living in Washington State for 10 years, Jordan and his wife, Franca, decided to move back to his home state of California about a year and half ago to raise their two children Julian, 3, and Elena, 8 months, and to be closer to their families.

He is a graduate of UC Riverside and received a Master of Public Policy, International Relations at Pepperdine University.

Jordan is also a member of the San Diego Regional Chamber of Commerce.

Daniel Amaro, Josh Buchholz and Massey Pitts were his sponsors.
Email: jabushawish@gmail.com

2019 MR./MRS./MS. SAN DIEGO NOMINATIONS



Club 33 needs your help in proposing a candidate or two for the prestigious annual “Mr.-Mrs.-Ms. San Diego” award which will be selected in late June by our Past Presidents.

A candidate should be a living person, not now in government elective office, who has contributed outstanding community service and leadership to the San Diego region in a variety of ways and over a long period of time.

If you would like to propose a candidate, please contact [click here](#) for a nomination form. **The last day to submit a nomination form is June 3.**

We thank you in advance for your consideration and interest.

Cordially,

Fred Frye, George Gildred, Mike Morton, Sr., and John Morrell
“MMM San Diego” Coordinating Committee

FACES IN OUR CROWD

PHOTOS COURTESY OF PAUL NESTOR AND LISA MILLER



(Left) President-Elect David Oates presided over today's meeting; (right) Melinda Peugh delivered our Inspirational Moment and asked us to reach out to our seniors in the community.



(Left) With no visiting Rotarians in our audience, Chair of the Day Mel Katz gifted his mentor, Joe Craver; (right) guest speaker Mike Fasulo.



(Left) Bill Lawrence and Tom Fetter chat with Mike after the program; (right) Chris Sichel and Mike pose with Aibo, Sony's robotic dog.